

Transforming Life After 50 Assessment Report

Prepared for the
California State Library

By
LTG Associates, Inc.



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A Report on the Transforming Life After 50 Assessment

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I. Introduction & Overview

In 2007 the California State Library undertook an initiative called “Transforming Life After 50” (TLAF) to assist California library systems in reaching out to and engaging with “Boomer” populations. The Boomers represent a potentially influential asset for libraries as this large, diverse, and, for many, resource rich group matures. However, as noted in “Reinventing Aging: Baby Boomers and Civic Engagement”¹, to engage Boomers may require large-scale efforts, and the organizations that will reach out to Boomers as a resource may need to retool their organizations in order to attract and retain Boomers. The TLAF initiative has created an opportunity for library systems across the State of California to explore who the Boomers are and how they may be engaged in a beneficial transactional relationship with libraries.

The Initiative brought together forty-four libraries for a three-day Institute in November, 2007 (see list below). The Institute faculty provided a wide-ranging vision of the population, and, ways in which libraries might reach out to engage with this large and diverse population. The Institute included training in a rapid assessment method developed for the State Library for this Initiative. Interested library systems then undertook a four month assessment of their local Boomer population. The assessment efforts were supported by the Library Engagement Assessment Process (LEAP) training team. Those completing the assessment are eligible to apply for a grant to continue work with the assessed populations.

This report will provide a description of the assessment efforts that were undertaken by the participating library systems

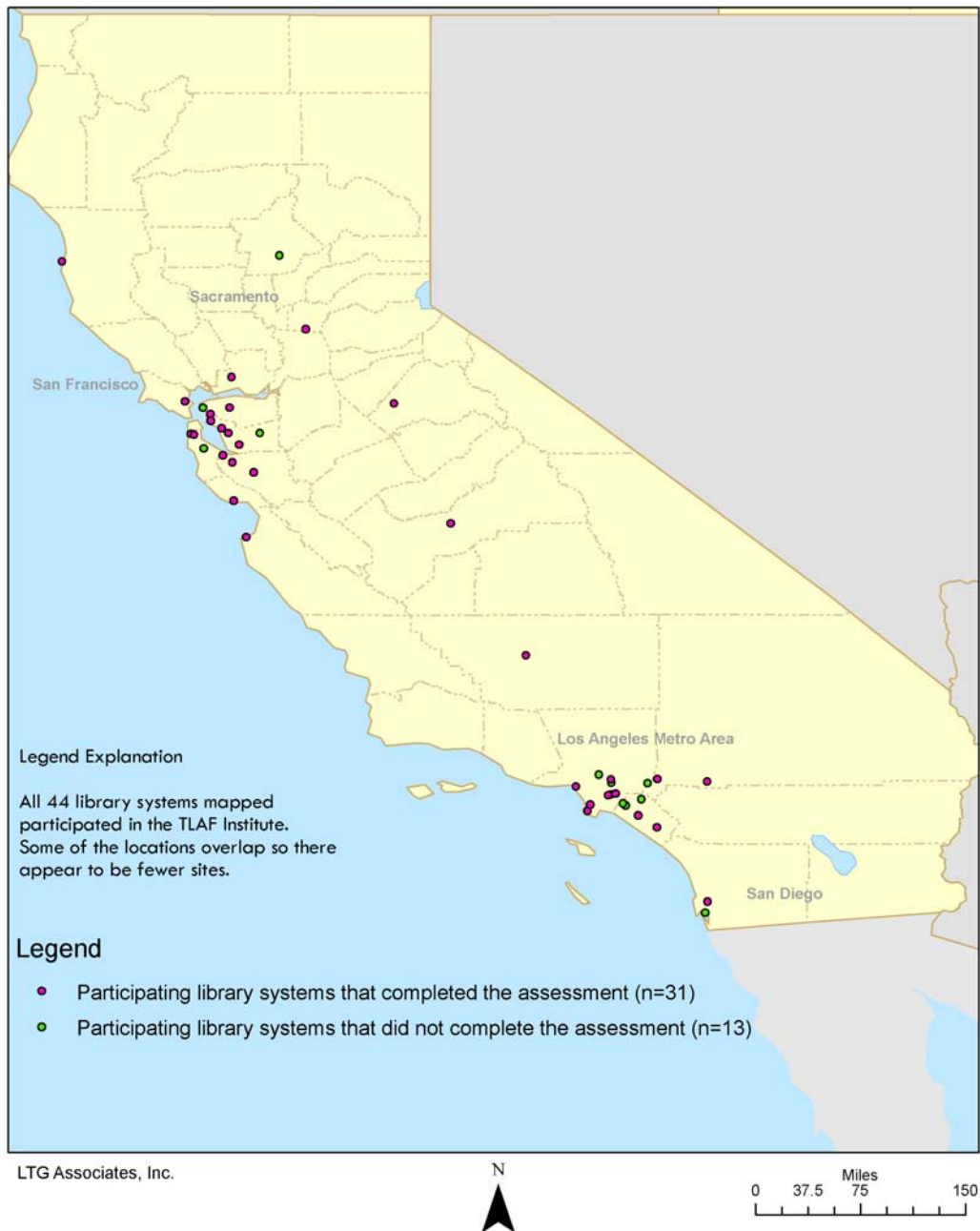
Transforming Life After 50 Participating Library Systems

Alameda County Library	Palo Alto City Library
Alhambra Public Library	Palos Verdes Library District
Anaheim Public Library	Pomona Public Library
Berkeley Public Library	Richmond Public Library
Buena Park Library District	Roseville Public Library
Butte County Library	San Bernardino County (Mentone Senior Center and Library)
Contra Costa County (Danville Library)	San Diego County Library
County of Los Angeles (Carson Library)	San Diego Public Library
Daly City Public Library	San Jose Public Library
Downey City Library	San Leandro Public Library
Fresno County Library	San Mateo County Library
Glendale Public Library	Santa Cruz City County Library System
Hayward Public Library	Santa Fe Springs City Library
Kern County Library	Santa Monica Public Library
Livermore County Library	Solano County Library
Marin County Free Library	South Pasadena Public Library
Mendocino County Library	South San Francisco Public Library
Mission Viejo City Library	Sunnyvale Public Library
Monterey Park Bruggemeyer Library	Torrance Public Library
Monterey Public Library	Tuolumne County Library
Oakland Public Library	Upland Public Library
Orange County Public Library	Yorba Linda Public Library

¹ Reinventing Aging: Baby Boomers and Civic Engagement. Center for Health Communication, Harvard School of Public Health and MetLife Foundation. 2004

A map showing the distribution of participating libraries is provided below. In reviewing the map clear clusters of libraries can be seen in the San Francisco Bay Area and in the greater Los Angeles Metropolitan area; the largest population concentrations in the State. The remaining libraries can be seen in the Foothills, in the Central and far southern Central Valley, the North Coast, and the San Diego area. Butte County represents the most northerly of the libraries followed by Mendocino County, leaving the approximately one-third of the far northern state unrepresented, and much of the central part of the State sparsely represented.

TLAF Library Assessment Participation



II. Outcomes of the Assessment

A. Introduction

The participating libraries were often resourceful and creative in undertaking the assessment process. A number organized staff and volunteers to undertake assessment tasks. Many reached out into the community and formed new partnerships in conducting their assessments, both during the collection of demographic information and in their outreach to Boomer populations. Virtually all had surprises in the conduct of the assessment that will inform the way that they work with populations, Boomer and others, in the future.

All of the libraries that attended the Institute and undertook the assessment appear to have benefited in both general and specific ways from the conduct of the assessment. While some expressed frustration with some of the process, all of the reporting libraries remarked on the kinds and quality of information and, in many cases, partnerships that were developed in the process. Even those libraries that did not complete the assessment largely expressed interest in both the process and the potential gain through the information to be developed. Some of the libraries that were unable to finish, largely due to staffing problems as will be discussed below, are expected to undertake the assessment in the future.

Approximately one-third of the participating libraries truly reached beyond the box to fully understand and engage the Boomer population in its complexity, in a transactional relationship. Approximately another third did reasonably well in their delineation of the Boomer population and in making contact with some part of the population. The final third generally maintained their relationship to library users, and either did not develop or did not use clear demographics or reach out specifically to the Boomer population, and/or did not gather information about how Boomers might be a resource to the library. This last group truly did not engage, but still will develop and provide services that will likely be valuable to some segment(s) of the Boomer population.

B. Library Systems Not Completing the Assessment

Of the original 44 libraries, 31 completed the assessment or 70% of those attending the Institute. Of the 13 that did not complete the assessment, four made their intentions not to participate clear in January. One was unable to move forward due to a lack of staff; two were pursuing other assessments in which Boomers would be represented, and the final one recognized that it lacked a significant Boomer population. Of the remaining nine, six encountered staffing problems that forced discontinuation of their assessment efforts. Of the remaining three, one had internal communication problems that forced the discontinuation of the assessment; one encountered overwhelming logistical problems, and the third failed to respond to communication after being actively and enthusiastically engaged at the Institute. The thirteen libraries that did not complete the assessment are listed below along with the reasons given.

Library System	Reason for Not Completing Assessment
Anaheim	Determined that they had neither the budget nor the staff to conduct the assessment.
Buena Park Library District	After a slow start Buena Park underwent a staffing change and the new staff was unable to undertake the assessment in the time available.
Butte County Library	Butte was working on a full community assessment into which they are planning to incorporate a Boomer aspect; insufficient staffing resources to do full LEAP and full community assessment.
Downey City Library	Although this library considered the training to be excellent, staff cuts forced the library to decide not to conduct an assessment or apply for a grant.
Glendale Public Library	Difficulties in internal coordination.
Livermore Public Library	The library obtained a large source of funding and will not be applying for the CSL grant. Some community assessment process will be undertaken.
Monterey Park - Bruggemeyer Library	Library unable to conduct assessment due to staff limitations.
Pomona Public Library	Decided not to pursue due to lack of significant Boomer population.
Richmond Public Library	Richmond had a slow start but was enthusiastic. Conducted focus groups but were not satisfied with the results and were considering options for better data. Other steps took longer than anticipated and focus groups were under-publicized resulting in poor response.
San Diego Public	Reported being seriously hindered by lack of staff.
San Mateo County Library	San Mateo started planning for the assessment but then underwent difficult staffing changes that resulted in a lack of staff to conduct the assessment. Planning to use method in new library.
South Pasadena Public	No communication after Institute.
Yorba Linda	Could not complete the assessment due to a lack of staff. They intend to come back to the LEAP when staffing improves.

C. Library Systems Completing the Assessment

The following 31 libraries completed the assessment report at the end of the period:

- | | |
|---|---|
| 1. Alameda County Library/Newark | 16. Palo Alto City Library |
| 2. Alhambra Public Library | 17. Palos Verdes Library District |
| 3. Berkeley Public Library | 18. Roseville Public Library |
| 4. Contra Costa County (Danville Library) | 19. San Bernardino County (Mentone Senior Center And Library) |
| 5. County of Los Angeles (Carson Library) | 20. San Diego County Library |
| 6. Daly City Public Library | 21. San Jose Public Library |
| 7. Fresno County Public Library | 22. San Leandro Public Library |
| 8. Hayward Public Library | 23. Santa Cruz Public Libraries |
| 9. Kern County Library | 24. Santa Fe Springs City Library |
| 10. Marin County Free Library | 25. Santa Monica Public Library |
| 11. Mendocino County Library | 26. Solano County Library |
| 12. Mission Viejo Library | 27. South San Francisco Public Library |
| 13. Monterey Public Library | 28. Sunnyvale Public Library |
| 14. Oakland Public Library | 29. Torrance Public Library |
| 15. Orange County Public Libraries | 30. Tuolumne County Library |
| | 31. Upland Public Library |

i. Beginning the Assessment

Many of the Institute participants returned home and immediately shared information with others in their library system and developed a team to respond to the challenges of the assessment. A number of the library teams found volunteers to assist in the process, and a few hired consultants to augment staff for some of the tasks. Only a few library respondents reported that they went back to their libraries and began the task with only those who had attended the Institute.

Some teams made presentations to full library system; to their Library Board; and some to the Board of Supervisors to both inform and to gain support for the conduct of the assessment. Others made public presentations to inform the community about the assessment and begin to engage the public.

ii. Demographics

Many of the libraries experienced the collection of detailed demographics as challenging. Of particular concern was being able to find sufficient, current, detailed information that was locally responsive. Many explored, as they were urged to do in the LEAP training, a variety of resources including, but not limited to:

"Educational and income factors by age and ethnicity are mentioned above because those were the areas that held the most surprises for us at the Library as we were collecting our data."

- U.S. Census. Go to Population Finder: <http://www.census.gov/>;
- American Fact Finder: http://factfinder.census.gov/home/saff/main.html?_lang=en;
- California State Data Center Products and Services: <http://www.dof.ca.gov/HTML/DEMOGRAP/SDC/SDC-Products.php>;
- The National Association of Counties (NACo): http://www.naco.org/Content/NavigationMenu/About_Counties/Data_and_Demographics/Data_and_Demographics.htm.

Libraries also found other local resources in their counties and cities, including those from non-profit agencies such as the United Way, the Area Agency on Aging, and business councils. Some found useful information through local colleges and universities. Other generally useful demographic resources discovered by participants included:

- California Department of Finance, Demographic Research Unit: <http://www.dof.ca.gov/Research/Research.php>;
- Information from local Chambers of Commerce;
- City/County Planning Departments;
- Counting California: <http://countingcalifornia.cdlib.org/>.

Many libraries discovered new features of their communities, including concentrations of groups in their areas that they were unaware of prior to conducting the LEAP assessment. Many also found surprises in the numbers of Boomers and in levels of education and income. A number of library teams chose to focus on groups that were already of interest to the library after completing their demographic research.

"There were a lot of surprises within ethnic categories and trends across ethnicities..."

iii. Segmentation of the Population

One of the areas that was seen as most difficult in the assessment process was the segmenting of the Boomer population. Working with the demographics and then turning out to the community to discover what meaningful segments exist (ethnicity, affinity, etc.) was an area that many teams found to be particularly challenging. While the step is in some ways the most difficult, it is also essential to have the most useful information at the end of the assessment. One team reported that:

We had a hard time identifying a specific segment to focus on. We attempted to focus on Boomers who were nearing retirement and likely to have time to volunteer at the library - a very broad group. Taking a narrower focus might have produced clearer results.

Many libraries did not explore the segmentation of the local Boomer population as fully as possible. However, most developed a reasonable level of analysis and have particular segments of the population with which to work. For those who bypassed segmentation, the exploration of Boomers remains at a high level of generality, that is, services and engagement will be with "Boomers" generally and so the fit with particular populations will be less beneficial. The fit issue has implications for the effectiveness of the engagement in the future. Some library teams reported that they were concerned that by focusing on a particular segment that it would exclude service to others, rather than the segment being a device for in-depth learning about each group; clearly, in future trainings this is an area that should have more attention. A clearly developed taxonomy, a step that was eliminated from the LEAP due to concerns about complexity, would allow the teams to have a clear picture of the various segments, and support the development of a focused rationale for programming priority decisions. Without such a tool, the rationale for choices made is less clear, and the next group to be looked at in depth will require a new decision process for most.

"The research proved the transformation of a once established community of a predominantly Latino population to evolving into a more Asian influenced community grabbed our attention."

iv. Partnerships Formed

By the end of the assessment, many of the teams had formed new partnerships or reinforced old partnerships with diverse groups and institutions. From some information was gathered, from others entrée to groups of people was gained, and from most, new resources for the development and delivery of services was garnered. Some of those partners and potential partners are listed below.

"We need to develop more community partnerships, building on our experience with business and educational groups. ...we are well-positioned to leverage developed expertise to other venues."

■ AARP	■ Community Services	■ Newspapers
■ AAUW	■ County Animal Services	■ Parent Teacher Associations
■ ACORN	■ County Volunteer Center	■ Park and Recreation Department
■ Adult Day Care Centers	■ County Waste Management	■ Public Library Foundation
■ Adult Education	■ Cross-Cultural Service Organizations	■ Refugee Organizations
■ African American Organizations	■ Disaster Council	■ Registrar of Voters
■ Alliance on Aging	■ Economic Empowerment	■ Salvation Army

	Organizations	
■ American Heart Association	■ Employers	■ School Districts
■ American Lung Association	■ Health clinics	■ Senior Housing Organizations
■ Asian American/Pacific Islander Organizations	■ Homeowner Associations	■ Senior Services
■ California State Universities	■ Kiwanis	■ Service Providers to Specific Communities
■ Chambers of Commerce	■ Latino/Hispanic Organizations	■ Small Business Association
■ Churches and Other Faith-Based Organizations	■ League of Women Voters	■ Social Security Administration
■ City Geographic Information systems	■ Library Volunteer Groups	■ United Way
■ Community Advocacy Organizations	■ Local Museums and Historical Societies	■ YMCA
■ Community Colleges	■ Native American Organizations	■ Youth Council

v. Opportunities for Boomer Support

Library teams identified many ways in which Boomers could provide support to the library. Volunteer support led the list with libraries in many cases replicating those roles in which volunteers have played a traditional part in their libraries. Others identified substantive new ways in which Boomers can utilize their skills and experience to provide value to the library. Some of those identified supports are detailed below.

"In meeting with staff of agencies that utilize baby boomers as volunteers, we learned that this population is interested in putting their career experience and skills to work in a way that will benefit the community. They want volunteer opportunities where they see tangible results and progress, so they tend to prefer project-oriented tasks..."

■ After school tutoring	■ Outreach to immigrants and assistance teaching/coaching English
■ Bilingual Story Time	■ Outreach to potential partners in the community.
■ Book sales, festival support	■ Provide transportation; develop shuttle system.
■ Boomer volunteers to generate public awareness of the library needs for new facilities.	■ Select and translate language materials.
■ Collections and shelving support	■ Short-term, project-based volunteers
■ Corps of outreach volunteers to help others rediscover the library and its potential relevance in their lives.	■ Speakers Bureau
■ Creative Writing Classes	■ Support for increasing children's programming.
■ Dedicated volunteer time to work as literacy tutors, to be docents and give tours, and also to perhaps establish a Library advisory council.	■ Teach job seeking skills
■ Develop library foundation	■ Teaching computer classes
■ Fundraising	■ Updating community resources database.
■ Vocational training provision	

In the construction of surveys, interviews, and focus groups, many participants chose to bound the choices available to the respondent. The net effect is that only those categories that the library chose are found in the answers, or at a minimum are the dominant categories. Several of the participating teams are considering further, more open-ended work to expand on their understanding of both the potential for service to the library and the potential for the library serving Boomers better.

One thing we do intend to do is to develop another survey specifically aimed at increasing our volunteer workforce and expanding the kinds of volunteer activities offered at the Library.

vi. Desired Services

There were many topics, programs, and services identified as being desired by Boomers who were surveyed or who engaged in focus groups for the assessment. Some of the broad categories of services and topics are listed below.

■ Art Education & Discussions	■ Fitness
■ Book Talks & Author Readings	■ Genealogy
■ Brain Exercise & Improving Mental Agility	■ Health
■ Business Information	■ History Programming Including Local
■ Care of Children	■ Hobbies
■ Care of the Elderly	■ Immigration Issues
■ Career Planning	■ Jewelry Making
■ Civic Education	■ Job Assistance
■ Community Resources & Events	■ Knitting and Other Crafts
■ Community Safety	■ Legal Information
■ Computers	■ Literacy
■ Consumer Education, Including Elder Law & Fraud	■ Movies
■ Cooking	■ Music
■ Cross-Cultural Connections	■ Poetry and Leisure Reading
■ Cultural Programming	■ Political Discussions
■ Dance	■ Promotion of College Courses at Library
■ English Instruction	■ Public Access Computers
■ Estate Planning	■ Sewing
■ Financial Planning	■ Travel Information
■ Yoga and Other Exercise	

One report noted that the programs that they were considering could "... provide a mechanism to meet with all cultures to begin understanding cultural differences." This same library system, located in a city with high poverty rates, while discovering important demographic information and learning about potential programming, noted in their report that they:

...realized that the concept of this grant was framed in a middle class context. The tenets of volunteerism, lifelong learning, and civic engagement are worthwhile but did not fit this particular community. The key issues expressed by interviewees were: crime, poverty, and immigrants. People were not going to be able to ever retire, volunteerism was done informally within each ethnic community, and daily concerns of food, health, and housing predominated. Some

of the initial interview questions had to be rephrased with respect to the reality of the neighborhood.

So, this library team adapted the process to suit the reality of their environment and will be developing engagement strategies and programming to fit.

Mentioned in some reports is the importance of having a comfortable environment and expanded service hours. In some libraries, having employees with diverse language skills was found to be important. Some features or means that libraries have identified as being part of the way to move forward are included below.

There are three opportunities (from the results of the data) that intersect both library and Boomer needs: Boomers want more financial and business information... print, on-line, and in person, mentoring and working with teens, and establishing a library foundation to fund future community needs.

■ Dedicated display space to promote events.	■ Develop a volunteer fair to recruit and place volunteers in library.
■ Coordinate with other organizations on a volunteer placement service to share in the interests and resources of Boomers.	■ Enhancement of electronic communication capabilities.
■ Many library teams identified a need to have a much more significant and sophisticated electronic presence both for Boomers and for other populations.	

Information about the learnings from the assessment and some of the directions forward for individual libraries are provided as Appendix 1.

vii. The Experience of the Assessment

Many of the teams found the assessment both challenging and exhilarating. Some of the comments from the reports are included below.

■ "Thank you for providing the framework for this process and pulling together a terrific and exciting project."
■ "I would encourage other libraries or other partner organizations to examine this process and at least make use of the basic demographic portion of the community assessment. We tend to make many assumptions about the communities we serve which may only be partially accurate (or not accurate at all!). A simple demographic analysis of the communities we serve, such as the one included in the LEAP process, is an invaluable tool to reconnect the organization with the community. Of course, the benefit of adding the comments and information from members of that community is exponential, but a lengthy assessment can be intimidating for libraries and other organizations facing staffing shortages and other problems. As the County of... and other local governments move toward measuring performance outcomes, this kind of community assessment adds another level of value to the library gathering the information, giving us a direction provided by members of the community for their benefit. This will make it much easier to approach reporting to our supervisors within the Library and to justify our relevance and community significance to those agencies and individuals with power over our budgets."
■ Even though the community assessment is difficult, it is vital. Library staff know what they would like the library to offer but that is not necessarily what the community wants. Please take advantage of the skills that LTG offers since this a daunting task. What this process did do is spur us to really look at our community, its needs, wants, and to make us really want to pursue more focus groups, partnering, and outreach.
■ It has also become apparent that (we) must redesign (our) system-wide volunteer application to

	reflect the needs of customers who can offer quality and meaningful volunteer time and talent to the system.
■	The ...Library has placed ... volunteer applications on its public counters, and has received 25 applications... ... will rewrite its system-wide volunteer application to include a section where the potential volunteers can describe any talents or skills they can give to the library.
■	It is eye opening to actually see the figures that say our citizens earn less money and have less managerial opportunities. All of this presents ideas for programming we can do, partners we may work with and opportunities for collaboration to help lessen the impact of addiction, homelessness, etc. Thinking about subsets of the boomers was at first a barrier but once thinking about it seriously, a fairly long list evolved (and is still growing).

viii. Organizing to Go Forward

As the assessment has been completed, many of the participating libraries are planning for the next phases, and in some cases, for a long-term commitment to engagement in general, and with Boomers in particular. The teams have developed creative and diverse ways of continuing the work undertaken. Some of the ways in which this longer-term planning is being envisioned are presented below.

- "The Library Director has also made a budget request for the funding recommendations made by the Leadership Academy, which include funds for a part time librarian to do programming based on our research, a newsletter which could be translated by the Boomer volunteers, and an increase in our materials budget to purchase items desired by the Boomer community."
- "We have decided to form a Boomer Advisory Committee which represents our diverse population and to work with this group to identify specific topics for programs, resources such as translators and materials selectors in Chinese and Spanish and generally to advise us on how we can both serve and engage our Boomers."
- "In our LEAP process we have identified numerous Boomer informational needs. These needs can be translated into potential library programming opportunities. We see the opportunity to partner with other community organizations to provide Boomer programming in ... The library brings to the table meeting rooms, public relations capabilities, our material collection, and an experienced staff who have done years of community programming. To accomplish this we plan to:
 - Identify which present community partners to ask to join us in Boomer programming
 - Identify which other community organizations we should be developed as partners to provide Boomer programs.
 - Meet with these community partners to develop upcoming programs which will address Boomer informational and recreational needs.
 - Set goals to provide programs targeted for Boomers in the upcoming year."
- "One of the insights gained from speaking with volunteer coordinators is the need for library staff to be active partners in the process of engaging baby boomers as volunteers. In order for the volunteer experience to be meaningful to all parties involved,... will seek input from staff as to how best to utilize volunteer time and efforts to enable each branch to better serve its patrons. We plan to use what we learned through this process to develop engagement opportunities that are responsive to the needs of baby boomers. This will include offering meaningful, rewarding, project-oriented volunteer opportunities... It will also include efforts toward greater communication and collaboration with other community service agencies to ensure that the library system is able to reach the greatest number of baby boomers."
- We plan to use the LEAP model to continue our assessment of other segments of our Boomer population. We plan to use our findings as we work on strategic action plan 1.3 "Develop targeted, coordinated "Boomer Generation" outreach plan for adults over 50."

- ...it is our plan to build upon our successes with a greater range of choices and options. One idea inspired by results of the focus groups and surveys is to establish a Baby Boomer Academy, where the Library, in collaboration with existing and new partners, will offer an exciting range of courses reflecting the interest of local Baby Boomers such as: Travel, Tutoring and Mentoring, Financial Planning, Mature Singles, Sound Body and Mind, Multi-Ethnic Cultural Appreciation, and New Technology.
- As a result of the focus groups, we developed an electronic "Think Tank", members of the focus groups who wanted to continue the conversation and brainstorming sessions and were willing to be contacted through email. In March, a grant application development committee was formed, consisting of library staff members and significant community partners. This group will continue to work on analysis of the data from the focus groups and from the library planning meeting, and to explore the community partnerships in order to submit the grant application. One of the best results of this effort, so far, has been the formation of the Think Tank distribution list. We have been using it to keep these Boomers informed of the progress of the Transforming Life After 50 efforts, as well as getting information to them about upcoming programs. This Think Tank should be very helpful to us as we craft the next steps in developing relevant services for our community.
- The library needs to explore partnership opportunities with these groups and find our niche, rather than attempting to duplicate the efforts already being undertaken by others.

III. Conclusions

The conduct of the assessment by the thirty-one completing libraries has resulted in a variety of important and useful outcomes as discussed above. All of the library teams cited clear gains in their reports, and many described transactional relationships with Boomer populations under development.

In the course of the analysis of library activities and outcomes, a number of features that characterized the activities of the most creative and high performing libraries were revealed. Those features are presented below.

- Forming a team to work on the assessment, especially one that involves people outside of the library, seemed to be important to accomplishing all of the tasks in appropriate breadth and depth;
- Reaching out to new partners to understand different perspectives, needs, and potential resources;
- Using, but not relying on or stopping with, already developed information and documents;
- Developing or expanding the belief that service to the community can include the community serving the library and enacting that belief in planning.

While some found the assessment challenging, all came away with good and useful learnings, and, importantly, new partners in their communities. In the current funding climate with decreased funds and increasing expectations of rigor from donors, libraries will be well served by conducting well-crafted and thorough community assessments using recognized methods.

Through TLAF assessment, literally thousands of Californians have been engaged with libraries across the State through surveys, focus groups, interviews, and meetings. The LEAP assessment resulted in a broad, local level snapshot of the Boomer population and library

efforts to engage with their communities in a transactional relationship that will benefit the libraries as they serve their communities.

V. Recommendations

- Consider the provision of ongoing, methodologically relatively rigorous assessment training to all California libraries, with ongoing resources for implementation and support, particularly given changes in staffing locally.
- Consider creating an interactive Web space for the TLAF libraries to be able to post resources, and engage in discussion of the Boomer-focused work that is undertaken.

Transforming Life After 50

Appendix 1

Overview of Library Results

TLAF Assessment Overview of Library Results

The information presented below is extracted from individual library assessment reports.

Name of Library	Extracted Information from Assessment Report
32. Alameda County Library/Newark	<p>In summer of 2007, Alameda County Library undertook a series of community forums to inform strategic planning. Sessions were offered for each branch library and for teens, seniors, literacy, ethnic diversity, educators, disabilities, business, and workforce development. Staff opinions were also captured. Needs that recurred in the forums, a branch survey, interviews and research include transportation and the outreach to immigrants to help them learn and practice English and escape isolation and depression. Community needs that could be well-served by a cadre of committed and experienced older volunteers include literacy, vocational training, basic job seeking skills, computer training and social and emotional development for young people. The City of Newark is committed to the community's desire for improving education, developing local business and employment and providing free, safe activities for teens. We have not yet prioritized these opportunities. This is a work in progress. Interviews elicited recommendations about other people to contact which we will pursue. As we refine our understanding and develop a specific plan, aspects of the community assessment will be expanded and deepened.</p>
33. Alhambra Public Library	<p>The library can work to meet the needs of its baby boomers by strengthening programming in the areas in which boomers have expressed interest. Indeed, programming for baby boomers will be a priority of the library's in the future. This assessment has illuminated a number of topics that are of interest to baby boomers and that they want to see incorporated into programming and the development of the collection. The assessment has also clarified the demographic characteristics of the community's baby boomer population and their cultural reference points. We plan to use this assessment to help the library develop collections and programming that is relevant to the library's baby boomers. To showcase the collection and the library's programming, we would like to improve the displays of library materials and the marketing of the library services so as to reach baby boomers.</p>

Name of Library	Extracted Information from Assessment Report
34. Berkeley Public Library	<p>The library offers many well utilized resources and many well received programs; however, they are not advertised well or widespread; additionally, we do not have the number of staff to devote to developing quality professional marketing/advertising products. Perhaps retired marketing/advertising professionals can share their knowledge and skills to assist the library with developing a marketing plan. The library has a built-in youth audience so why not take advantage of the opportunity to tie-in adult programming as Boomers interact with their children/grandchildren at the library. The library also can reach out to this affinity group through outreach services. We know that the local YMCA attracts 800+ children a week to their facility for various programs and services. Perhaps an outreach corps of Boomer volunteers can be onsite at the YMCA to provide free bilingual storytimes or creative writing skills classes.</p> <p>While the library has not yet finalized or prioritized opportunities, we do know that the Boomer community is interested in "giving back," at some point in their active lives, and would support the library in its endeavor to provide free and enriching intellectual and/or cultural learning experiences to the Berkeley community on a whole and especially its youth. The information we learned about Berkeley's Boomer community will assist us with identifying and developing a project that will be of high interest and quality to Boomers as we would find ourselves having to compete for their attention and time. This is a community of Boomers who "still" have the energy and enthusiasm to do things to personally enrich their lives as well as the lives of those around them. They live creatively and highly value creative expression. This information provides us with a concrete direction to develop a successful Boomer project.</p>
35. Contra Costa County (Danville) Library	<p>What we found is that we are already doing quite a lot to meet the informational and service needs of the Boomer population through extensive programming and services already in place. What is required and being requested is more technology assistance and training. I am looking to increasing programming in the areas recommended and will discuss with my administrator ways to enhance the existing docent program.</p>

36. County of Los Angeles (Carson Library)	<p>Boomers in Carson look to the Library for computer access (39.57%), for job assistance and career planning (37%), for opportunities to learn new skills (42.13%), and for brain exercise and improving mental agility (44.68%). The Library had recognized the importance of our job seeking materials and career planning resources, but had only hoped for the numbers of people interested in learning new skills and brain exercise (what we usually refer to as lifelong learning).</p> <p>Opportunities we've prioritized for action include creating a bulletin board or other space to display community events, as over 25% of respondents indicated that the Library could help learn about what's going on in Carson. Also, 37% of respondents indicated that the Library could help them find a place to volunteer - a wonderful opportunity for both the Library to obtain literacy and other specialized volunteers, and for the community at large. We plan to capitalize on this expressed desire to serve by beginning a volunteer fair in coordination with other community service agencies and local volunteer groups. Additionally, nearly 24% of respondents indicated that the Library could provide a place to share their skills, knowledge and experience - very encouraging since we will be looking for volunteers to get some of our new initiatives and programs up and running. By engaging new people within the library, we can encourage them to join the Friends of the Library, strengthening that group of advocates as well as creating ambassadors to parts of the community who have perhaps not used the Library in the past - or not recently. We have already obtained numerous updated editions of our civil service test preparation materials from our Friends of the Library group and have purchased some updated job seeking materials as well (for writing resumes, cover letters, etc...), but since this is a priority not only for some of the community agencies who donate funds for purchasing materials, but also a deep-seated need in the community, we will continue to strengthen this area of service and materials.</p>
37. Daly City Public Library	<p>Daly City Boomers are an extremely diverse group, and our monolingual speakers present some special challenges and opportunities. Our need to communicate effectively with all our Boomers means that we will need to reach out to Boomer volunteers to engage our Spanish and Chinese speakers, and to be willing to host events where they congregate. We also struggle to select appropriate materials in these two languages. However, our focus group sessions demonstrated that we do have members of these two key populations who are willing to assist us in both these endeavors.</p> <p>For our English speakers, our challenge is to provide more of the materials they want (large print, more popular materials) and to give this group programs targeted to their expressed needs, primarily medical and financial information. Since many of these Boomers are not frequent visitors to our website, we need to find other ways to reach them, such as a newsletter or special mailing.</p> <p>We have decided to form a Boomer Advisory Committee which represents our diverse population and to work with this group to identify specific topics for programs, resources such as translators and materials selectors in Chinese and Spanish and generally to advise us on how we can both serve and engage our Boomers. The Library Director has also made a budget request for the funding recommendations made by the Leadership Academy, which include funds for a part time librarian to do programming based on our research, a newsletter which could be translated by the Boomer volunteers, and an increase in our materials budget to purchase items desired by the Boomer Community. We also plan to apply for an LSTA grant from the California State Library to help fund these efforts.</p>

38. Fresno County Public Library	<p>We are looking for Boomers to generate public awareness of the library needs for new facilities. We are also looking for Boomer support in our campaign to improve library facilities. If the public perceives the library as providing high profile programs and services which are meeting community needs it will promote a good image of the library.</p> <p>In our LEAP process we have identified numerous Boomer informational needs. These needs can be translated into potential library programming opportunities. We see the opportunity to partner with other community organizations to provide Boomer programming in Fresno. The library brings to the table meeting rooms, public relations capabilities, our material collection, and an experienced staff who have done years of community programming.</p> <p>To accomplish this we plan to</p> <ol style="list-style-type: none"> 1. Identify which present community partners to ask to join us in Boomer programming 2. Identify which other community organizations we should be developed as partners to provide Boomer programs. 3. Meet with these community partners to develop upcoming programs which will address Boomer informational and recreational needs. 4. Set goals to provide programs targeted for Boomers in the upcoming year. <p>Our committee will be developing library programming to address Boomer needs. We will be assessing our community partnerships in this process. The Fresno County Library has many current community partners which we can call upon for Boomer program development. We also plan to develop new community partners for our Boomer programming. All of this will be further addressed in our June grant application.</p>
39. Hayward Public Library	<p>Most of the people who would consider volunteering mentioned tutoring or teaching as something they would be interested in doing. Some mentioned they currently volunteer in the library's adult literacy program. Many of Hayward's Boomers are busy people, still working and/or already volunteering at the library or elsewhere. Several of those surveyed indicated an interest in volunteering when they retire, so the library needs to be ready with a meaningful way for them to use their talents when they do retire and have time to give. Since almost two thirds of Hayward's Boomers are in the Leading Edge group, it is likely that many will be retiring soon. We see an opportunity in our Boomers' desire to teach others, and we are making it a priority to design resources and programs to match this desire with community needs. Since teaching and tutoring (both adults and children) are of high interest, we will consider developing a program using these skills for the subsequent grant application, as well as encouraging Boomers to participate as tutors in the Library's Literacy Plus program.</p>

40. Kern County Library	<p>Information received from the Osher Lifelong Learning Institute of California at California State University at Bakersfield, as well as Kern County Library's own LEAP survey indicate that Leading Edge women attend classes, programs and frequent the library more than other Boomers. Therefore, this population has been chosen as our priority segment. Research has also shown that Leading Edge Boomers have more time available to learn and /or improve special skills and share their abilities with others. Leading Edge Boomers in the Greater Bakersfield area include: veterans, crafters/artisans, writers, grandparents, retired people, people still in the workforce looking to improve technical skills, specialists in agriculture, oil, petroleum, mining, and aerospace, and civil servants interested in improving work skills.</p> <p>The library has the potential to become a destination place where people can meet regularly for various meetings. We envision the library as being an outlet for Boomers (and others) to gather and to have their educational, informational, cultural and recreational needs met and satisfied.</p> <p>The LEAP process was useful in educating participants of this special population and their expressed interests. Team members learned that there is still a desire within the community to maintain or establish the library as the center of the community. Kern County Library intends to grow with its communities and provide for their shared needs and interests.</p>
41. Marin County Free Library	<p>The LEAP process revealed that there is a diverse pool of talent and skills among baby boomers in Marin County, and a strong interest among many of them to volunteer with MCFL. There is excellent opportunity for engagement here, since MCFL has identified the need for expanded offerings of educational programming that appeals to this population. By more effectively utilizing volunteer resources, MCFL staff will be able to focus their time and energies on better meeting the needs of patrons.</p> <p>To that end, we have identified as priorities the need to develop short-term, project-based volunteer opportunities that will offer meaningful experiences for boomers while helping library staff to conduct professional duties more efficiently. One specific opportunity that has been identified is the idea of creating a database of baby boomers who are interested in volunteering, along with their areas of interest and skills to be shared. This database would be hosted by MCFL and potentially shared with other community agencies to maximize volunteer resources. Another possibility is to utilize baby boomers who would volunteer to provide professional development and enrichment opportunities to MCFL staff by leading workshops and sharing expertise. Since one of the challenges of MCFL's patrons in some areas is physical access to the library, there may also be some opportunity for creating a volunteer-supported ride-sharing or shuttle program. Please refer to Attachments C and D for matrices that outline these engagement opportunities.</p>
42. Mendocino County Library	<p>A report was received from Mendocino County Library.</p>

43. Mission Viejo Library	<p>Boomers can assist the Library by enhancing the effectiveness of our craft activity during Our Early Learning with Families programs. Currently our storytime sessions are crowded and parents and caregivers are bringing more children than they can assist with the craft activity. With assistance from Boomer volunteers, the children would receive help with their coordination skills and feel a better sense of accomplishment. Boomers are interested in working with children and this support would be a benefit to the Library and the Boomers. Boomers are interested in assisting the Library with fundraising. We will use the boomers to provide the manpower and operational knowledge to manage our Friends of the Library Amazon book sales. This will be a mutual benefit to the library and the Boomers as we do not have the library manpower to run the Amazon operation and the older volunteers do not have the computer skills necessary for this online sale activity. We will advertise this opportunity in the community paper and on our website. Participation in the Amazon sales would fit with the boomer desire to participate in meaningful volunteer activities. Boomers have expressed an interest in working on Library programs. We will recruit the Boomers to establish contact with our local organizations to update our Library database of community resources. This would provide the manpower to facilitate our role as a clearinghouse of information for community activities and resources. With these same organizations, we would ask the Boomers to promote Library programs such as our book festival. Boomer volunteers can assist us as after school tutors for students. Our community has a demand for after school tutoring. The Boomers can assist us in backfilling the seniors who are phasing out of this Library service. Boomer volunteers can assist us in teaching the computer classes that our Library offers. There is a public demand for computer training and the Boomer volunteers would enable us to give effective instruction to the public. Boomers can assist us in planning and putting on the Friends of the Library's Book Festival in 2009.</p>
44. Monterey Public Library	<p>Since our strategic plan was developed with an emphasis on community input, and Boomers make up 30% of our population, it is not surprising that many of the library interests, and needs expressed by Boomers when surveyed, are captured in our strategic plan. Boomers who responded to our survey (96) showed a strong interest in local history programs. This need complements strategic action plan 3.7 "Expand access to the California History Room." Boomers indicated that the Web site, and online services (holds, renewals, databases) was one of the things they liked most about the Library. This interest complements strategic action plan 2.11 "Assess Library Web site and develop ebranch (electronic branch) service plan." Forty percent of the Boomers surveyed expressed an interest in volunteering. We see this as a great opportunity for further engagement. The volunteers who facilitate the Literary Circle (our book discussion group) for example help select the titles read by the group. Members of the Teen Advisory Group recommend program ideas. We look forward to involving the interests and skills expressed by Boomers surveyed, in similar program planning development. Perhaps a Boomer Advisory Group is on the horizon? We see several opportunities, but have not yet prioritized them for action.</p>

45. Oakland Public Library	<p>There are many 'sandwich' generation cultures in Fruitvale. Boomer age residents have children at home and must care for aged parents. 30% of the population are caregivers for elderly parents. This segment wants to develop skills to juggle family and the caregiver role. The Boomers may want to improve their situation by having a chance to hear about living wills and economic survival skills. Many over 50 are attending adult schools. The Library could encourage the use of technology in any programming idea. There is also a conflict as the young adults have become part of a generation gap and have different perceptions. The parents struggle with these changes. Many also feel they will be viewed as inhuman if they place their parents in a nursing home. Some of the boomer-aged immigrants do not have a job due to language barriers, undocumentation, or need to care for family, but do things for cash (such as collecting recycling or selling homemade food). A series on life skills could benefit the majority of the population in Fruitvale. Youth gangs in Fruitvale have increased. The Library can also provide an environment for boomers to be advocates for elders and mentors for children; as many boomers are raising their grandchildren. A closer look at family dynamics could result in a potential series of programs or more developed services with partners. There are currently no support programs for the many grandparents raising grandchildren.</p> <p>...I feel the LSTA grant, if we were to receive it, should somehow address the cross-culturalism of the Fruitvale district, both the changing demographics and the changes occurring in each culture from one generation to the next. The Fruitvale/San Antonio Senior Center, sharing the same building as the César Chávez branch, would be a logical community partner. One of the interviewees, Lea Arellano, is already involved in this type of work, building relationships across sameness/difference and other issues of cultural competency. Programs in this field would benefit the community and the library staff and their knowledge and relationship with that community with all of its rich cultures.</p>
46. Orange County Public Libraries (OCPL)	<p>The needs assessments & activities gave us the opportunity to review library objectives, identify existing programs & services - through this we are creating a "Better Together" foundation. We found that the library is ready to repackage & promote, as well as, will actively engaging Boomers/focus groups to provide ideas, direction, and feedback - which helps to prioritize services, programs, partnerships and outreach to OC Boomers.</p>

47. Palo Alto City Library	<p>The opportunities revealed by the surveys are as follows: respondents to the web site survey in particular wanted more online resources and material in downloadable formats; several respondents asked for collection improvements such as more music and updated computer books; respondents asked for computer classes and book groups.</p> <p>Because Palo Alto residents are highly educated, they have much to offer the Library (provided they can be persuaded to find time to do so.) Palo Alto is home to Stanford University and Hewlett Packard, employers who hire multi-talented, gifted people, and while we could certainly use their assistance, as previously stated many of these people live outside our city, often commuting far distances, and have said that they are unable to volunteer. When asked "[d]o you have talents or expertise that you can share with the community through the library?" one survey respondent wrote "You can't be serious." Only two respondents indicated an interest in volunteering for the library. The others all indicated that they were too busy, probably because most of them are trailing edge Boomers heavily engaged in pursuing their careers. Since it is only at age 65+ that we see a decline in employment, we can understand why the vast majority of our current volunteers are either teenagers or retirees (not Boomers).</p> <p>One thing we do intend to do is to develop another survey specifically aimed at increasing our volunteer workforce and expanding the kinds of volunteer activities offered at the Library.</p>
48. Palos Verdes Library District	<p>Through our focus groups we discovered that our Boomers want business resources; significant volunteer opportunities; interesting and relevant programming; personalized customer service; and better communication about library services and programs. We are still considering our priorities for action as we have not had adequate time to thoroughly go over the results of our focus groups.</p>
49. Roseville Public Library	<p>Looking through the results of the surveys, analyzing library wants and needs, and surveying possible partners within the community there is a true potential of sublime collaboration. Many boomers in our community are affluent, want to give the time and expertise, and they want to make a difference. We have a community college at our door step, several top employers with a history of giving to the community: Hewlett-Packard, Kaiser Permanente, Sutter Roseville Medical Center, Union Pacific, City of Roseville, etc. The boomers in Roseville can make a difference in mentoring, helping to establish working partnerships, helping to establish a library foundation. There are three opportunities (from the results of the data) that intersect both library and boomer needs: Boomers want more financial and business information albeit print, on-line, and in person, mentoring and working with teens, and establishing a library foundation to fund future community needs.</p>

<p>50. San Bernardino County (Mentone Senior Center And Library)</p>	<p>The boomer needs we discovered could greatly benefit from the Mentone Senior Center and Library resources with an appropriate plan for training and hands-on experience. The boomer segment was open to intergenerational activities. The technologies in which they already have a skill could be taught to all ages, but focused on the over fifty segment. For those who have questions and needs about technologies, they could easily be taught by boomers as well as other, older or younger ages.</p> <p>Educational resources in the nearby communities can be accessed and invited to locate within the senior center/library community room. When offered last Fall, several college level classes were well attended. The boomers surveyed had an eagerness to learn and, further, a willingness to share their new-found knowledge with other seniors/patrons. A number of these knowledgeable senior boomers have approached the library management with proposals for informal classes they want to teach. Programs will be planned using these individuals and their skills. With these activities in place, there will be a noticeable increase in item circulations and documented usage of in-house technologies.</p> <p>In the past, our library system had limited programs directed to seniors—Grandparents and Books; a few AARP programs in the library come to mind. Mentone’s new library/senior center ushered in the need for continual senior programming, along with library programs directed to those over 50- the Boomers. We have to look at our service population of all ages and attempt to tie in programs of value and usefulness for all patrons. Intergenerational programs utilize our resources to their fullest. These create a better, diverse community. Discovering the avenue that incorporates the most needs and interests of Boomers as well as those of other age groups is our challenge. This grant will help determine the future use- and validity- of the library/senior center combination.</p>
<p>51. San Diego County Library</p>	<p>In the two Boomer surveys, the top five library services ranked as Very Important were: Books, Inter-branch loan/Circuit, Reference/research assistance, online databases, and Media (DVDs, music CDs for checkout). The library opened with all of these services fully available. Staff is now familiarizing the public with the services and teaching customers how to use them. The top seven choices have been targeted as action priorities.</p> <p>Concerts, Art, Foreign Language, Authors, Homework Help, Retirement Issues and Information.</p> <p>In the Boomers survey, various experts have offered their professional services on a voluntary basis to talk about banking and finance, nutrition, travel, and more, subjects of interest to Boomers.</p> <p>Electronic Technology classes or tutoring: Even though the library survey showed that 94.5% of responders have Internet access at home, Encinitas staff recognize that many residents do not own a computer. The library’s public access computers are used 100% of the library’s open hours, and requests for assistance and training (e-mail, Word, Internet use, use of library databases, etc.) are high. The library will seek volunteers to lead classes and/or hold one-on-one tutoring sessions. Several experts offered their services in the Boomer survey responses. SDCL has successful models in a number of its branches that can be replicated in Encinitas. When the new computer lab receives its equipment, classes can be held in it.</p> <p>Volunteers: The initial library survey showed that 50% of Boomers who responded were unaware of volunteer opportunities at the library. Over 18% of respondents to the second survey left contact information and described a skill they could share at the library. The Encinitas Library has placed SDCL volunteer applications on its public counters, and has received 25 applications since the branch opened. SDCL will rewrite its system-wide volunteer application to include a section where the potential volunteers can describe any talents or skills they can give to the library.</p>

52. San Jose Public Library	<p>Our survey results indicate that the library can play a role in connecting those who want to volunteer or share skills and knowledge with those who want to learn. In particular, the Edenvale library can connect those who want to share their computer skills (42%) with those who want to learn more about computers (54%). The library can also make community room and technology center space available for this purpose. In Almaden, the library can work with the community center partners who share our facility to provide more programs and services in the area of health and wellness. Both branches can also work with the system's Volunteer Coordinator to identify ways the library can provide the community connections and formal training volunteers desire. Our first priority will be to schedule some follow up focus groups to gather additional information from our target audience. Over half of the Boomers who responded to the survey indicated some interest in participating in such an opportunity.</p> <p>We are planning on submitting a grant proposal that will assist the library in developing higher level volunteer opportunities for adults and offering more programs in the interest areas indicated by our survey respondents. We are also considering submitting an application to Libraries for the Future to provide Fit for Life programs that center around the 5 pillars of brain health that have emerged from the latest scientific research including diet, physical exercise, intellectual challenge, mental stimulation through new experiences, and socialization.</p>
53. San Leandro Public Library	<p>Baby Boomers would like to contribute to the Library in the following ways: Tutoring, Teaching, Clerical support, Storytime Assistance, Program Assistance, and Shelving Books. San Leandro Library is currently using volunteers on a limited basis doing some of the activities listed above. We see tremendous opportunities to engage our baby boomers in helping the Library with future programming and services. Priorities for action will be tutoring in partnership with Project Literacy, and use of volunteers with our children's and adult programs. We will also work with the City's Volunteer Coordinator to recruit baby boomer volunteers to assist with library services and programs.</p> <p>In the Library's strategic planning for the future, we will integrate suggestions, and budget and staff permitting, implement as many of the suggestions that are reasonable and feasible. Some suggestions may even be implemented immediately. The Library is currently presenting programs with unique appeal to Baby Boomers, and it is our plan to build upon our successes with a greater range of choices and options. One idea inspired by results of the focus groups and surveys is to established a Baby Boomer Academy, where the Library, in collaboration with existing and new partners, will offer an exciting range of courses reflecting the interest of local Baby Boomers such as: Travel, Tutoring and Mentoring, Financial Planning, Mature Singles, Sound Body and Mind, Multi-Ethnic Cultural Appreciation, and New Technology.</p>
54. Santa Cruz Public Libraries	<p>We just collected our surveys and are beginning to analyze the data.</p>

55. Santa Fe Springs City Library	The Library needs to focus on improving: adult programs (film programs, self-help lectures, art programs) both at the Library and Heritage Park (art programs, photography classes, tours, gardening classes, etc.)
56. Santa Monica Public Library	<p>We've discovered something very important, as discussed above. We thought we were effectively publicizing our events and services, but with regards to this group, we're like two ships passing in the night. We need further exploration of this first level of communication before we can develop a deeper level of engagement on both sides. Our priority of action is to bridge this initial and important gap between what we're already doing and the Boomer population finding out about it. Improving the Library's engagement with Boomers as service provider could provide an avenue for engaging them as contributors of resources in the future. But to do this we first have to get to know them better through the service connection.</p> <p>...the overall experience has been a positive one and has given us help in preparing for the competitive LSTA grant writing process. The Library Engagement Assessment Process (LEAP) has also given us a glimpse at a significant segment of our user, or potential user, population resulting in new information that will hopefully allow us to further engage this knowledgeable and experienced group of individuals.</p>
57. Solano County Library	<p>The most commonly expressed need from the community was easy access to information about what services and events are available at the Library and in the community. All three focus groups expressed the desire to get information electronically -- finding that method both easier for themselves, and also the most convenient manner in which to pass the word on to their friends and family about what we are doing. One of the participants expressed this as "viral" and the group responded with approval. This need intersects with the Library's need to find ways to extend our marketing efforts and to explore new methods of outreach. Beyond asking for convenient and regular notice of events and services, the interests that our Boomers expressed with most frequency were travel, lecture/author series, and career exploration. While still exploring many options for action, an important priority is to enhance our ability to communicate electronically with the community.</p> <p>In March, a grant application development committee was formed... This group will continue to work on analysis of the data from the focus groups and from the library planning meeting, and to explore the community partnerships in order to submit the grant application.</p>
58. South San Francisco Public Library	We have been on the right track offering cooking classes, health and safety programs, etc. One of the biggest gaps is getting more of the community aware this isn't the library of yesterday and to make them aware of the wide range of our offerings. If we can capitalize with this grant on our pending building project, we have an opportunity to expand our cadre of volunteers (we are already heavily invested with boomers) as we would have both more space and more projects for them to work on with us. This would also be the launching point for a public relations campaign to gain support for a new library. It is both the boomers who will volunteer to work with us but more importantly it is the boomer voting populations we must reach. Our Community Learning Center works very closely with our Hispanic Community with many volunteers helping in their programs and projects. We need to develop similar relationships with our Asian population, in particular the Filipino Community reaching out to our city's senior Fil-Am club.

59. Sunnyvale Public Library	<p>In the Library Programming for Adults questionnaire results, Boomers expressed the most interest in attending programs on: The Arts, Lifelong Learning, Personal Finance, Health & Wellness, Technology, Authors & Books, Home, Environment, Savvy Consumer and Volunteering, in that order. The Library is already offering some programming in all of those areas, but based on the survey, more emphasis will be placed on each of those subjects.</p> <p>In the April 14th focus group, participants suggested working with the Kiwanis Club and American Association of University Women (AAUW) for ideas, publicity, audience members and volunteers for future programs. Focus group members were particularly interested in programs on dance and music and offered suggestions for knowledgeable members and groups in the community that could help find program presenters in those areas. They also suggested skills and topics for which they thought the community could provide program speakers. Staff has started discussion on coordinating a volunteer speakers' bureau to locate willing, knowledgeable, vetted speakers for programs on specific topics in which the public has expressed interest.</p>
60. Torrance Public Library	<p>Local Boomers are engaged in places and social activities they most frequently identified - church, work, parenting, sports, and other interests. They would make use of the many opportunities the Library provides but appear to have limited awareness or connection to us. The Library uses print public relations materials to market its services (e.g. flyers, brochures, etc.) and uses traditional channels such as Torrance cable television to publicize programs and events. The use of print is dependent upon individuals making an effort to obtain a resource such as the "Calendar of Events" from the Library, or knowledgeable that library information can be found in other sources, such as the Torrance Seasons magazine distributed to residential households in Torrance. What respondents have expressed is a need for "one stop shopping" that is customizable and convenient, and will inform them about what is going on in the community, opportunities for personal development, and activities in which to participate. Torrance Boomers are not selective about format - web, e-mail, print, mailers, signs, and newsletters were all mentioned by focus group participants as appropriate methods of communication. What is critical is that the information source be relevant, convenient, and a single focal point for gathering information and referral.</p> <p>The Library has excellent community connections to other agencies, from our formal relationships with Commissions and local non-profits, to our informal relationships with interest groups who use the library. Though we publicize our activities in forums available, these are cumbersome and scattered. The focus groups and surveys revealed that in general people are unaware that the Library provides services they are asking for.</p>

61. Tuolumne County Library	<p>The focus groups in particular underscored what the data sources show: there is a wealth of human resource in this county among skilled, educated retired and soon-to-be-retired people who want to make a difference, but there is a gap in connecting them with opportunities. People need a better way to find out how to get involved: where the needs are and which ones match up with their own values and skills. This topic needs to be thought of more broadly than as "volunteering".</p> <p>The library could help people learn more about the concept of "civic engagement" and at the same time refresh its own image in the community by partnering with the college and the area community foundation. Together, we might design a dynamic pilot program series. For instance, workshops and lectures could tie together speaker/presenters (from the college and beyond) on topics of current community interest, display and disseminate evaluated library resources, books and websites, and invite community partners who need human resources to attend and showcase their opportunities. The City of Sonora is modeling this concept at a "Thinking Green" day this month, and the former Mayor has invited the library to be an exhibitor. These programs coincides with the library's mission to encourage life long learning and also develop "new perspectives, consider new ideas, build a rich and fulfilling relationship with peers, and have the opportunity to give back to the community." There is a Steering Committee team in place and the library will be having a conversation with key members.</p> <p>Most of all, we will be seeking resources to launch a vital and dynamic marketing campaign to educate about our own services and opportunities to engage people in their community through library services.</p>
62. Upland Public Library	<p>The key insight was that most Boomers are NOT aware of the services the Library currently offers. We plan on creating and implementing a comprehensive marketing plan and holding an annual open house to highlight all of the current services the Library offers for all ages.</p>